

**WHAT IS CLAIMED IS:**

- 1 1. A method comprising:
  - 2 a) accepting a document identifier;
  - 3 b) using the accepted document identifier to obtain at least one of (A) one or
  - 4 more terms and (B) one or more phrases; and
  - 5 c) providing the obtained at least one of (A) one or more terms and (B) one or
  - 6 more phrases as ad information for an ad, wherein the ad has a landing page
  - 7 document, and wherein the landing page document corresponds to a document
  - 8 identified by the document identifier.
- 1 2. The method of claim 1 wherein the document is a Web page.
- 1 3. The method of claim 2 wherein the document identifier is a universal resource  
2 locator.
- 1 4. The method of claim 1 wherein the act of using the accepted document identifier to  
2 obtain at least one of (A) one or more terms and (B) one or more phrases uses  
3 information which stores aggregated associations of search query information to  
4 selected documents.
- 1 5. The method of claim 1 wherein the act of providing the obtained at least one of (A)  
2 one or more terms and (B) one or more phrases as ad information for an ad includes  
3 populating keyword targeting information of the ad.
- 1 6. The method of claim 1 wherein the act of providing the obtained at least one of (A)  
2 one or more terms and (B) one or more phrases as ad information for an ad includes  
3 suggesting keyword targeting information to an advertiser.

1 7. The method of claim 1 wherein the act of providing the obtained at least one of (A)  
2 one or more terms and (B) one or more phrases as ad information for an ad includes  
3 populating at least some content of a creative of the ad.

1 8. The method of claim 1 wherein the act of providing the obtained at least one of (A)  
2 one or more terms and (B) one or more phrases as ad information for an ad includes  
3 suggesting at least some content of a creative of the ad to an advertiser.

1 9. A method comprising:

2 a) accepting a domain identifier;

3 b) using the accepted domain identifier to obtain at least one of (A) one or more  
4 terms and (B) one or more phrases; and

5 c) providing the obtained at least one of (A) one or more terms and (B) one or  
6 more phrases as ad information for an ad, wherein the ad has a landing page  
7 document, and wherein the landing page document belongs to the domain  
8 identified by the domain identifier.

1 10. The method of claim 9 wherein the document is a Web page, and wherein the  
2 domain is a Website which includes the Web page.

1 11. The method of claim 10 wherein the domain identifier is a universal resource  
2 locator.

1 12. The method of claim 9 wherein the act of using the accepted domain identifier to  
2 obtain at least one of (A) one or more terms and (B) one or more phrases uses  
3 information which stores aggregated associations of search query information to  
4 domains including selected documents.

1 13. The method of claim 9 wherein the act of providing the obtained at least one of (A)  
2 one or more terms and (B) one or more phrases as ad information for an ad includes  
3 populating keyword targeting information of the ad.

1 14. The method of claim 9 wherein the act of providing the obtained at least one of (A)  
2 one or more terms and (B) one or more phrases as ad information for an ad includes  
3 suggesting keyword targeting information to an advertiser.

1 15. The method of claim 9 wherein the act of providing the obtained at least one of (A)  
2 one or more terms and (B) one or more phrases as ad information for an ad includes  
3 populating at least some content of a creative of the ad.

1 16. The method of claim 9 wherein the act of providing the obtained at least one of (A)  
2 one or more terms and (B) one or more phrases as ad information for an ad includes  
3 suggesting at least some content of a creative of the ad to an advertiser.

1 17. A method comprising:  
2 a) storing, in response to a selection of a search result generated by a search  
3 query, and corresponding to a linked document, an association of information of  
4 the linked document and information of the search query;  
5 b) aggregating stored associations of information of documents and information  
6 of search queries to generate aggregated document information to search query  
7 information associations; and  
8 c) storing the aggregated document information to search query information  
9 associations.

1 18. The method of claim 17 wherein the information of the linked document is a  
2 document identifier.

1 19. The method of claim 18 wherein the document is a Web page.

1 20. The method of claim 18 wherein the document identifier is a universal resource  
2 locator.

1 21. The method of claim 17 wherein the information of the linked document is a domain  
2 identifier, and wherein the domain includes the linked document.

1 22. The method of claim 21 wherein the linked document is a Web page and wherein  
2 the domain is a Website.

1 23. The method of claim 17 wherein the query information includes at least one of (A)  
2 one or more terms and (B) one or more phrases.

1 24. The method of claim 17 wherein the query information includes at least one of (A)  
2 one or more pairs of term and term count and (B) one or more pairs of phrase and  
3 phrase count.

1 25. The method of claim 17 further comprising:

2 d) accepting a document identifier;

3 e) using the accepted document identifier to obtain at least one of (A) one or  
4 more terms and (B) one or more phrases from the stored aggregated document  
5 information to search query information associations; and

6 f) providing the obtained at least one of (A) one or more terms and (B) one or  
7 more phrases as ad information for an ad, wherein the ad has a landing page  
8 document, and wherein the landing page document corresponds to a document  
9 identified by the document identifier.

1 26. The method of claim 25 wherein the document is a Web page.

1 27. The method of claim 26 wherein the document identifier is a universal resource  
2 locator.

1 28. The method of claim 25 wherein the act of providing the obtained at least one of (A)  
2 one or more terms and (B) one or more phrases as ad information for an ad includes  
3 populating keyword targeting information of the ad.

1 29. The method of claim 25 wherein the act of providing the obtained at least one of (A)  
2 one or more terms and (B) one or more phrases as ad information for an ad includes  
3 suggesting keyword targeting information to an advertiser.

1 30. The method of claim 25 wherein the act of providing the obtained at least one of (A)  
2 one or more terms and (B) one or more phrases as ad information for an ad includes  
3 populating at least some content of a creative of the ad.

1 31. The method of claim 25 wherein the act of providing the obtained at least one of (A)  
2 one or more terms and (B) one or more phrases as ad information for an ad includes  
3 suggesting at least some content of a creative of the ad to an advertiser.

1 32. A computer-readable medium storing a data structure comprising:  
2 a) a plurality of entries, each of the plurality of entries including  
3 i) a first field for storing a document identifier, and  
4 ii) a second field for storing at least one of (A) one or more terms and (B)  
5 one or more phrases,  
6 wherein the document identifier stored in the first field corresponds to a  
7 document selected from a search result list generated by a search query, and at least  
8 one of (A) one or more terms and (B) one or more phrases stored in the second field  
9 was included in the search query.

1 33. The computer-readable medium of claim 32 wherein the document is a Web page.

1 34. The computer-readable medium of claim 33 wherein the document identifier is a  
2 universal resource locator.

1 35. The computer-readable medium of claim 32 wherein the document is a home page  
2 of a Website.

1 36. The computer-readable medium of claim 35 wherein the document identifier is a  
2 universal resource locator.

1 37. A computer-readable medium storing a data structure comprising:

2 a) a plurality of entries, each of the plurality of entries including

3 i) a first field for storing a document identifier, and

4 ii) a second field for storing at least one of (A) one or more pairs of term  
5 and term count and (B) one or more pairs of phrase and phrase count.

6 wherein the document identifier stored in the first field corresponds to a  
7 document selected from one or more search result lists generated by one or more  
8 search queries, wherein at least one of (A) one or more terms and (B) one or more  
9 phrases stored in the second field were included in at least one of the one or more  
10 search queries, and wherein the term count corresponds to the number of the one or  
11 more search queries that included the associated term, and the phrase count  
12 corresponds to the number of the one or more search queries that included the  
13 associated phrase.

1 38. The computer-readable medium of claim 37 wherein the document is a Web page.

1 39. The computer-readable medium of claim 38 wherein the document identifier is a  
2 universal resource locator.

1 40. The computer-readable medium of claim 37 wherein the document is a home page  
2 of a Website.

1 41. The computer-readable medium of claim 40 wherein the document identifier is a  
2 universal resource locator.

1 42. Apparatus comprising:

2 a) an input for accepting a document identifier;

3           b) means for obtaining at least one of (A) one or more terms and (B) one or  
4           more phrases, using the accepted document identifier; and  
5           c) means for providing the obtained at least one of (A) one or more terms and  
6           (B) one or more phrases as ad information for an ad, wherein the ad has a  
7           landing page document, and wherein the landing page document corresponds to  
8           a document identified by the document identifier.

1   43. The apparatus of claim 42 wherein the document is a Web page.

1   44. The apparatus of claim 43 wherein the document identifier is a universal resource  
2   locator.

1   45. The apparatus of claim 42 wherein the means for obtaining at least one of (A) one  
2   or more terms and (B) one or more phrases, use information which stores aggregated  
3   associations of search query information to selected documents.

1   46. The apparatus of claim 42 wherein the means for providing the obtained at least  
2   one of (A) one or more terms and (B) one or more phrases as ad information for an ad  
3   include means for populating keyword targeting information of the ad.

1   47. The apparatus of claim 42 wherein the means for providing the obtained at least  
2   one of (A) one or more terms and (B) one or more phrases as ad information for an ad  
3   include means for suggesting keyword targeting information to an advertiser.

1   48. The apparatus of claim 42 wherein the means for providing the obtained at least  
2   one of (A) one or more terms and (B) one or more phrases as ad information for an ad  
3   include means for populating at least some content of a creative of the ad.

1   49. The apparatus of claim 42 wherein the means for providing the obtained at least  
2   one of (A) one or more terms and (B) one or more phrases as ad information for an ad

3 include means for suggesting at least some content of a creative of the ad to an  
4 advertiser.

1 50. Apparatus comprising:

- 2 a) an input for accepting a domain identifier;
- 3 b) means for obtaining at least one of (A) one or more terms and (B) one or  
4 more phrases, using the accepted domain identifier; and
- 5 c) means for providing the obtained at least one of (A) one or more terms and  
6 (B) one or more phrases as ad information for an ad, wherein the ad has a  
7 landing page document, and wherein the landing page document belongs to the  
8 domain identified by the domain identifier.

1 51. The apparatus of claim 50 wherein the document is a Web page, and wherein the  
2 domain is a Website which includes the Web page.

1 52. The apparatus of claim 51 wherein the domain identifier is a universal resource  
2 locator.

1 53. The apparatus of claim 50 wherein the means for obtaining at least one of (A) one  
2 or more terms and (B) one or more phrases, use information which stores aggregated  
3 associations of search query information to domains including selected documents.

1 54. The apparatus of claim 50 wherein the means for providing the obtained at least  
2 one of (A) one or more terms and (B) one or more phrases as ad information for an ad  
3 include means for populating keyword targeting information of the ad.

1 55. The apparatus of claim 50 wherein the means for providing the obtained at least  
2 one of (A) one or more terms and (B) one or more phrases as ad information for an ad  
3 include means for suggesting keyword targeting information to an advertiser.



1 56. The apparatus of claim 50 wherein the means for providing the obtained at least  
2 one of (A) one or more terms and (B) one or more phrases as ad information for an ad  
3 include means for populating at least some content of a creative of the ad.

1 57. The apparatus of claim 50 wherein the means for providing the obtained at least  
2 one of (A) one or more terms and (B) one or more phrases as ad information for an ad  
3 include means for suggesting at least some content of a creative of the ad to an  
4 advertiser.

1 58. Apparatus comprising:

- 2 a) means for storing, in response to a selection of a search result generated by a  
3 search query, and corresponding to a linked document, an association of  
4 information of the linked document and information of the search query;
- 5 b) means for aggregating stored associations of information of documents and  
6 information of search queries to generate aggregated document information to  
7 search query information associations; and
- 8 c) means for storing the aggregated document information to search query  
9 information associations.

1 59. The apparatus of claim 58 wherein the information of the linked document is a  
2 document identifier.

1 60. The apparatus of claim 59 wherein the document is a Web page.

1 61. The apparatus of claim 59 wherein the document identifier is a universal resource  
2 locator.

1 62. The apparatus of claim 58 wherein the information of the linked document is a  
2 domain identifier, and wherein the domain includes the linked document.

1 63. The apparatus of claim 62 wherein the linked document is a Web page and wherein  
2 the domain is a Website.

1 64. The apparatus of claim 58 wherein the query information includes at least one of  
2 (A) one or more terms and (B) one or more phrases.

1 65. The apparatus of claim 58 wherein the query information includes at least one of  
2 (A) one or more pairs of term and term count and (B) one or more pairs of phrase and  
3 phrase count.

1 66. The apparatus of claim 58 further comprising:

2 d) an input for accepting a document identifier;

3 e) means for obtaining at least one of (A) one or more terms and (B) one or  
4 more phrases from the stored aggregated document information to search query  
5 information associations, using the accepted document identifier; and

6 f) means for providing the obtained at least one of (A) one or more terms and (B)  
7 one or more phrases as ad information for an ad, wherein the ad has a landing  
8 page document, and wherein the landing page document corresponds to a  
9 document identified by the document identifier.

1 67. The apparatus of claim 66 wherein the document is a Web page.

1 68. The apparatus of claim 67 wherein the document identifier is a universal resource  
2 locator.

1 69. The apparatus of claim 66 wherein the means for providing the obtained at least  
2 one of (A) one or more terms and (B) one or more phrases as ad information for an ad  
3 include means for populating keyword targeting information of the ad.

1 70. The apparatus of claim 66 wherein the means for providing the obtained at least  
2 one of (A) one or more terms and (B) one or more phrases as ad information for an ad  
3 include means for suggesting keyword targeting information to an advertiser.

1 71. The apparatus of claim 66 wherein the means for providing the obtained at least  
2 one of (A) one or more terms and (B) one or more phrases as ad information for an ad  
3 include means for populating at least some content of a creative of the ad.

1 72. The apparatus of claim 66 wherein the means for providing the obtained at least  
2 one of (A) one or more terms and (B) one or more phrases as ad information for an ad  
3 include means for suggesting at least some content of a creative of the ad to an  
4 advertiser.